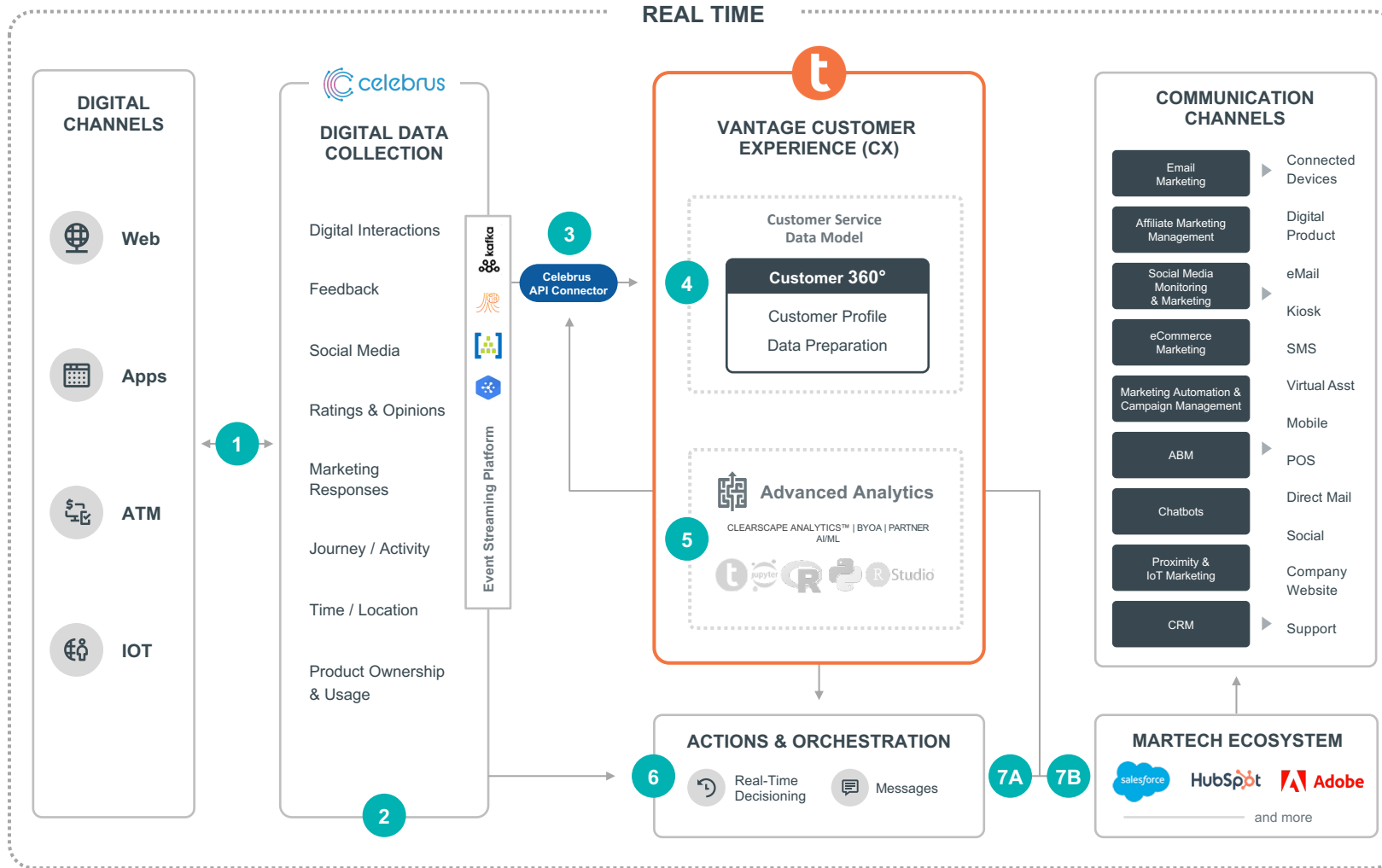


Digital Identity Management

Architectural blueprint showing how to leverage Teradata Vantage™ and Celebrus to drive optimal customer experiences through deeper customer insights and real-time decisioning.



Reviewed for technical accuracy June 2023

- 1** Celebrus captures all user interactions across **digital channels** in real time.
- 2** Celebrus persists identities and provides for every visitor, **across channels and over time**.
- 3** The **Celebrus API Connector** provides low-latency, once-per-minute updates to Vantage and offers real-time, two-way data streams for **actions and orchestration**.
- 4** Celebrus data is integrated into a pre-built **Customer Service Data Model within Vantage** to build a customer 360°.
- 5** **Teradata's ClearScope Analytics™** solves complex **AI/ML** uses cases at scale to **uncover customer and business insights**.
- 6** Actions and orchestration based on **insights from Vantage** and **real-time data from Celebrus** are used to drive sales, retention, CX, and more.
- 7A** Celebrus **activates each decision in real time** to deliver personalized omnichannel experiences for customers.
- 7B** Broader integration of Vantage with the MarTech ecosystem enables marketing fulfillment through **communication channels**.